



CAPITOLBEAT

PHOENIX ★ 2010

11/11/10 - 11/13/10
The Wyndham Phoenix



**AN ANNUAL GATHERING OF STATE POLITICAL
REPORTERS FROM ACROSS THE NATION.**

capitolbeat 

Welcome!



Capitolbeat members and friends,

Welcome to Capitolbeat 2010 in Phoenix. We hope this conference will cap what's been an exciting but trying year in statehouse journalism.

We're not going to shy away from the fact that it's been a tough year for anyone in our business. Newsroom budgets continue to be squeezed, colleagues with years of experience continue to leave the profession, and the job we're asked to do continues to grow more complex by the day.

That's where Capitolbeat comes in. We're here to help you connect with each another to exchange tips and advice. Over the past year, we've spoken up when over-zealous lawmakers threatened press access around the country. And we've hosted a series of webinars to help keep you up-to-date on key topics like polling and fiscal policy.

We hope this conference equips you with new skills and information for the upcoming year. You'll hear about the Arizona immigration law, gain insight on handling census data, and hear from speakers in a variety of public policy areas you're likely to see in your own statehouse sometime soon.

As important as all that information is, we hope you'll take time to share and talk with one another. Capitolbeat's greatest resource is our members. We hope you'll take advantage of the network of smart, funny, talented people around you for these three days in the desert.

And please take a moment to thank our sponsors and vendors, without whom this conference would not be possible.

As we see it, there's never been a time when readers and audiences have had more need for timely, accurate, informed news and analysis regarding state government. We hope this conference will contribute to that.

Laura Leslie
President

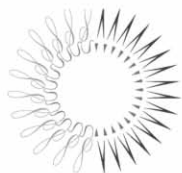
Mark Binker
Vice President

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The Pew Center on the States is a division of The Pew Charitable Trusts that identifies and advances effective solutions to critical issues facing states. Pew is a nonprofit organization that applies a rigorous, analytical approach to improve public policy, inform the public and stimulate civic life.



THANK YOU



Dear Capitolbeat Members and Friends:

As many of you know, this will be my last Capitolbeat Conference as Executive Director. I've recently taken on a new professional role as the Executive Director of the Association of Alternative Newsweeklies, and those duties require me to step away from my leadership with Capitolbeat.

I want to thank you for the opportunity to serve Capitolbeat and its members over these last ten years. I have learned a tremendous amount from all of you. And, I wish you all the best in the future. Though from afar, I will continue to watch your top-notch state government coverage. And, I applaud each of you for continuing to cover one of the toughest, yet most important beats in the country. Though a small group, you are truly the watchdogs of democracy, and I hope you will continue to be as tenacious and dedicated as ever.

It's been a long, challenging and incredibly rewarding journey and it is my hope that Capitolbeat continues to serve the journalism profession by providing a stimulating forum for each of you.

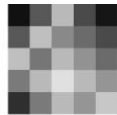
Cheers,
Tiffany



Thanks!



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Capitolbeat thanks the Pew Center on the States, a principle sponsor for Capitolbeat 2010 Conference in Phoenix, particularly the Budget Track.

THURSDAY, NOV. 11

This schedule is current as of 11/3/2010. Most, but not all, speakers are confirmed.

2:00 P.M.

REGISTRATION

Come and pick up your conference materials and say hello to our friendly board members. We'll be able to answer questions about the next two days. (Registration will be available throughout the conference.)

3:00 P.M. – 5:00 P.M.

GENERAL

PUBLIC ATTITUDES ABOUT STATE BUDGET PROBLEMS AND SOLUTIONS:

In October 2010, the Pew Center on the States, jointly with the Public Policy Institute of California, released a report based on a five-state survey of public attitudes in Arizona, California, Florida, Illinois and New York. It was the first of its kind to seek an in-depth, multi-state read on how residents view their states' budget problems during this nationwide economic downturn and what they think lawmakers should or should not do about them. Residents of the five very diverse states are remarkably consistent about their priorities for state government, yet what they want doesn't mesh with the fiscal realities. This program brought to you with support from The Pew Center on the States. **SPEAKERS:** Lori Grange, Deputy Director, Pew Center on the States

5:00 P.M. – 7:00 P.M.

RECEPTION

Opening night reception and discussion

Come meet your fellow Capitolbeat participants, have a beverage and get the discussion going. We've invited several speakers to welcome you and give you something to talk about over dinner.

LOCATION: The Arizona Republic will host our opening night reception. The paper is located at 200 E. Van Buren St. and your Capitolbeat conference badge is your admission ticket.

FRIDAY, NOV. 12

8:00 A.M. – 9:00 A.M.

BREAKFAST

8:30 A.M. – 9:30 A.M.

GENERAL

ECONOMIC OVERVIEW: WHERE ARE THE STATES? As the national economy continues its sluggish recovery, states face a harrowing road ahead. Some states are doing better than others to rebound from the worst financial downturn since the Great Depression. Recovery for many may be years down the road. Are states—and the just-elected crop of new leadership—equipped to handle this historic challenge? We offer the latest national economic forecast with some important regional trends and take apart the biggest state fiscal stories in 2010 and those expected for 2011. **SPEAKERS:** Lori Grange, Deputy Director, Pew Center on the States; Chris Lafakis, Senior Analyst, Moody's; Marc Lacey, New York Times, Arizona Bureau Chief

9:30 A.M. – 10:30 A.M.

TRACK SESSIONS

Session A: Craft

THE LEGAL SALON: Normally, our lawyer makes \$400 an hour answering legal questions. This morning, he'll answer yours for free. Come pepper him with questions about records requests and other legal issues statehouse reporters face every day. **SPEAKERS:** Kevin Goldberg, Fletcher, Heald & Hildreth and legal counsel to Capitolbeat

Session B: Budget

STATE REVENUES—OUT OF ALIGNMENT: The chronic imbalance between what states collect in revenues and what they spend reflects the fundamental problems of states' revenues that started before the recession and, for many states, is going to pose serious problems going forward if certain conditions don't change. This session will explore a couple of facets of this – states' practices for estimating their revenues, and the problems with those, and the misalignment between states' tax systems and revenue sources. **SPEAKERS:** Rich Greene, Pew Center on the States; Arturo Perez, Fiscal Specialist, National Conference of State Legislatures; Robert Ward, Deputy Director, The Nelson A. Rockefeller Institute of Government

10:30 A.M. – 10:45 A.M.

BREAK

10:45 A.M. – 11:45 A.M.

TRACK SESSIONS

Session A: Craft

SOCIAL NETWORKING: What is Tumblr and why doesn't it have an e? Is Twitter still the hip new thing? Can you get fired for using Facebook? How do you make the social media world serve your reporting and serve up your journalism? **SPEAKERS:** Kate Gardiner, PBS NewsHour; Carson Walker, Associated Press

Session B: Policy

EDUCATION POLICY OVERVIEW: Not everyone is an education reporter. But chances are, if you cover state budgets, you've been writing about education. In advance of breakout panels in the afternoon, this session will give participants an overview of what factors are driving education costs right now and what states are and will be doing to address those costs. This program brought to you with support from the Lumina Foundation. **SPEAKERS:** Eric Kelderman, Chronicle of Higher Education; Travis Reindl, National Governors Association; other speakers invited but not confirmed.

NOON – 1:15 P.M.

LUNCH

Pro Publica may be on the best known nonprofit journalism outfits in the country, partnering with the likes of NPR. But many of the stories they do can be brought down to a local level. Come for lunch and stay to hear from Pro Publica's staff about their work and about how you can put it to use. **SPEAKERS:** Scott Klein and Amanda Michel of Pro Publica.

1:15 P.M. – 1:30 P.M.

BREAK

1:30 P.M. – 2:30 P.M.

TRACK SESSIONS

Session A: Craft

DATA, DATA, DATA: Numbers are everywhere in state government. And if you're able to make sense of them and display them correctly, you can cut through the he-said-she-said clutter of the daily debate. Come hear from an expert on how to find and manage the numbers that matter. **SPEAKER:** Sarah Cohen, Duke University Sanford School of Public Policy

Session B: Policy

BIG BILLS COMING DUE: PENSIONS AND CORRECTIONS—States are facing two particularly huge expenditures that could dramatically shape state fiscal health for the next decade related to an aging state workforce and a growing prison population. States are unprepared to pay these bills, forcing them to make some tough choices down the road. Will states have to walk away from promised pension and health benefits or explore new approaches like defined contribution plans or tax-free Treasury pension bonds? **SPEAKERS:** Steve Fehr, Project Director, Pew Center on the States; Keith Brainard, National Association of State Retirement Administrators; Steve Hill, Las Vegas Chamber of Commerce.

Session C: Budget (continues)

CHILDREN AND FAMILY: How are state budgets affecting the services we provide to children and families? Where are the stories that are hiding behind the numbers? Experts from the Annie E. Casey Foundation and reporters on the ground share numbers, stories and trends to look for. **SPEAKERS:** Jon Shure, Deputy Director of the State Fiscal Project at the Center on Budget and Policy Priorities; Evan Wyloge, reporter, Arizona Capitol Times; Ken Alltucker, reporter, The Arizona Republic

2:30 P.M. – 3:30 P.M.

TRACK SESSIONS

Session A: Craft

AUDIO EDITING: Working with sound is becoming an increasingly essential skill for statehouse reporters. We're bringing in an expert to teach you about gathering and working with sound files. **SPEAKER:** Kate Gardiner, PBS NewsHour

Session B: Policy

RACING TO THE TOP: As the Obama administration pushes its ideas for education reform, states struggle to fund the basics in the classrooms. How can the public know what it's getting for its money and what education policy struggles will lawmakers encounter in 2010? What are the long-term implications for Race to the Top? **SPEAKERS:** Stephanie Germeraad, Education Trust

Session C: Grab Bag

WHY YOU CARE ABOUT THE CARE ACT: A piece of federal legislation could have big implications for beer and wine makers near you. Proponents say it will let states protect their citizens. Opponents are upset that it could curb a key area of profits for beer and wine makers. Come listen to both sides and then get ready to write this story in your own state. **SPEAKERS:** Mark Binker, The (Greensboro, NC) News & Record; Craig Wolf, Wine & Spirits Wholesalers of America; Wendell Lee, The Wine Institute. Other speakers invited but not confirmed.

3:30 P.M. – 4:30 P.M.

TRACK SESSIONS

Session A: Craft

HEALTH CARE AND THE STATES: The new federal health care law has plenty of implications for state governments. How are high risk pools working? What will happen to the cost of Medicaid? We pick through the consequences of the new health care law and take a look at other issues regarding health care funding. **SPEAKERS:** Ken Alltucker, reporter, Arizona Republic; Peggy Girshman, Kaiser Health News

Session B: Policy

THE WAGES OF SIN: With state budget flagging, state lawmakers have not been shy about turning to so-called sin taxes on tobacco, alcohol and the like to pay the bills. We'll look at recent trends and ask just how much help excise taxes can be for state budgets. **SPEAKERS:** Lori Grange, Deputy Director, Pew Center on the States; Ben Jenkins, Distilled Spirits Council of the United States; Bill Phelps, Altria Client Services; Danny McGoldrick, Campaign for Tobacco Free Kids

Session C: Grab Bag

NEW IDEAS IN HIGHER EDUCATION: It's no secret that college education is expensive for parents, but it's increasingly costly for states to support their public university systems. That said, having workers without the right degrees and skills costs the economy. Arizona and other western states are trying new approaches to turn out workers and cut down costs. Come hear about those approaches, which may be coming to a state near you soon. **SPEAKERS:** Eric Kelderman, Chronicle of Higher Education; Ken Sorber, Western Governors University; John Haeger, Northern Arizona University; Maria Harper-Marinick, Maracipa Community Colleges

4:45 P.M.

HAPPY HOUR

It's 5 o'clock somewhere...oh here. Join us for a Happy Hour where we will have some wrap-up thoughts on the day's content.

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5:45 – 8:15 P.M.

MIXER

Join the Capitolbeat board and staff as we welcome Toby Cecchini (world-renowned mixologist, author and journalist.) Toby has created two punches and three cocktails especially for the event, which we will serve along with other creations and heavy h'ors d'oeuvres.

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SATURDAY, NOV. 13

8:00 A.M. – 9:00 A.M.

BREAKFAST

8:30 A.M. – 9:00 A.M.

GENERAL

Speaker: New Mexico Governor Bill Richardson.

9:00 A.M. – 10:00 A.M.

TRACK SESSIONS

Session A: Technology

VIDEO TRAINING: Print and radio folks aren't trained to think about pulling out a video recorder on the spur of the moment. But sometimes, one or two minutes of sound and images can tell your story of the day better than a 1,000-word story. This session will teach you the basics and some of the finer points of shooting video and editing for a website audience. Participants should be ready to walk a short distance from the hotel. This session will take up both time blocks on Saturday morning. **SPEAKER:** Jon Vidar, Jon Vidar Photographer

Session B: Policy

THE NTSB AND THE STATES: Yes, it is a federal agency, but the National Transportation Safety Board is pursuing a policy agenda in your state capitol. Come hear from the agency's chief legislative liaison about ideas he is pitching to your lawmakers and news that is coming next week. **SPEAKER:** Steve Blackistone, National Transportation Safety Board

Session C: Grab Bag

THE CENSUS: What you can learn from the raft of new information coming your way next year. How can you prepare? **SPEAKER:** Steve Jost, Census Bureau

10:00 A.M. – 10:15 A.M.

BREAK

10:15 A.M. – 11:15 A.M.

TRACK SESSIONS

Session A: Technology

VIDEO TRAINING: Continued

Session B: Policy

FISCAL HANDCUFFS, THE CONSTRAINTS OF “DIRECT DEMOCRACY”: Voters in several states passed ballot measures that have enormous fiscal consequences—in effect, taking control away from lawmakers on both tax and spending decisions. Voters in California, Colorado and Massachusetts took up tax questions that expanded or shrank the foundations on which future budgets are built. How will any ballot box successes limit legislators’ ability to respond to the fiscal crisis by raising taxes or cutting spending? Are voters stampeding to bypass their legislatures and is that good for their states? And when might it work?

SPEAKERS: Chris Swope, Pew Center on the States; Phyllis Resnick, (Colorado) Center for Tax Policy; Joseph Henchman, Tax Foundation; Jon Shure, Center for Budget Policy and Priorities

Session C: Grab Bag

REDISTRICTING: Lawmakers are about to draw new lines for state legislative and Congressional districts. What lessons can we learn from the past and what do you need to prepare for in the future? **SPEAKERS:** Tim Storey, NCSL; Steven Lynn, Arizona Independent Redistricting Commission

11:15 A.M. – 11:30 A.M.

BREAK

11:30 A.M. – NOON

GENERAL

HEAR FROM A LEGEND: Leonard Downie Jr. served as the Washington Post’s top editor during a 17-year span when the paper won 25 Pulitzer Prizes. During that time, 1991 through 2008, the news business went through major upheavals that are continuing today. Downie will share his insights on the news business past, present and, most importantly, future.

12:15 P.M. – 1:30 P.M.

LUNCH

Arizona’s new immigration law captured national attention and is sparking other states to take similar action. At this showcase panel, we’ll hear from those who wrote the law, those charged with enforcing it and those who have tried to stop it. We’ll look at the lessons learned here in Arizona and what you should prepare for in your own state. **SPEAKERS:** Matt Thomas, Thomas and Jeffries; Stephen Montoya, attorney; Brahm Resnik, KPNX-TV; Rep. John Kavanagh, Arizona; Mark Spencer, Phoenix Law Enforcement Association

LOUNGE SESSIONS

These are less formal sessions where we can talk over topics outside the classroom. Please see the registration table or listen for announcements regarding locations.

2:00 P.M. – 3:00 P.M.

LOUNGE SESSIONS

Session A

BROADCASTER’S LOUNGE: Does your camera man roll his eyes every time you make him shoot “guys in ties?” Do you ever wish that the radio dial was a blackboard when explaining a numbers story on the air? Come talk about some of the challenges of telling the statehouse story on the air. With any luck, you’ll take home a tip or trick that helps you get over your most persistent obstacle. Hosts: Laura Leslie, WUNC Radio; Joan Carten-Hansen, Idaho Public Television

Session B

THE WILD WEST: In the West, we say whiskey is for drinking, and water is for fighting. From water fights to immigration battles, we talk over tales of the new wild west, how they were covered and perhaps a few tips. Host: Peter Wong, Statesman Journal

Session C

LONE GUNS IN LONELY TIMES: More and more of us are finding ourselves working alone. Come and discuss your challenges with long-time lone gunmen and those who find themselves with fewer colleagues. Host: Mark Binker, The (Greensboro, NC) News & Record

3:00 P.M. – 3:15 P.M.

BREAK

3:15 P.M. – 4:15 P.M.

LOUNGE SESSIONS

Session A

MARKETING YOURSELF: Let’s face it, the job you have today isn’t going to be the one you have 10 years from now. Journalists of all stripes need to know how to create a brand around their work and make sure that brand has good name. We’ll talk about how to prepare for the future by showing off the good work you’re doing today. Host: Tiffany Shackelford, Capitolbeat

Session B

ASK A LOBBYIST: Back by popular demand, this session lets your friendly local lobbyists divulge some of the tricks of their trade in a safe and off-the-record atmosphere. If you’ve ever been curious about how this “third chamber” of your legislature operates, now is the time to find out. This is our one and only off-the-record session of the conference. Host: TBA

Session C

WHAT DID YOU THINK: Board members and conference staff will be on hand to talk about Capitolbeat 2010 and collect your ideas for Capitolbeat 2011. Host: Peter Wong, Capitolbeat 2010 Conference Chairman

4:30 P.M. – 5:00 P.M.

FEEDBACK

MEMBERSHIP MEETING AND CONFERENCE FEEDBACK: This is Capitolbeat's annual membership meeting. You'll hear reports from our officers about what we've been up to and what we have planned for the coming year. We'll also announce the results from our election.

5:30 P.M. – 6:45 P.M.

RECEPTION

Get gussied up and come join us to wrap up the conference in style. Our closing reception will give you a last minute chance to trade business cards and relax with those you've met over the weekend.

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6:45 P.M. – 9:45 P.M.

AWARDS BANQUET

Please have a seat and prepare to honor the best work in statehouse journalism. We'll hand out our annual Cappie awards.

Please be sure to pay a visit to our fine exhibitors as you enjoy the conference.



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